

### **Claims**

What is claimed is:

- 5     1. A system for evaluating a company's customer equity, comprising:
- either a point-of-sale terminal provided in a store or a computer system for sales management of a company that includes an e-commerce-transaction device, and an evaluating computer connected to the point-of-sale terminal or computer system via a communications line, including the Internet;
- 10    wherein the evaluating computer comprises:
- a Web server connected to the Internet;
- a communications controller connected to a public communications line;
- an application server for performing customer-equity evaluations; and
- a database for recording purchase records received from a company or store;
- 15    the database comprises:
- a table of original records for recording purchase records in the order that they are generated;
- a master table of customers; and
- a tabulation table for sorting records by time period;
- 20    the application server comprises:
- a purchase-data collecting means for receiving purchase records from companies and stores and recording these records in a table of original records;
- a customer-equity sorting means for determining the classification of customer equity and recording these classifications in the master table of customers; and
- 25    a customer-equity evaluation means for counting the records in the master table of customers and table of original records and evaluating the customer equity for each

company; and

the customer-equity evaluation means comprises:

a total-customer-equity tabulating means;

an average-customer-equity tabulating means;

5 a means of tabulating the customer-stability ratio; and

a customer-equity growth-ratio tabulating means.

2. A system for evaluating customer equity as recited in Claim 1, wherein the customer-equity sorting means performs the following functions: (1) sorting, into  
10 specific customer classifications, purchase records for a specific brand, product, or store that is the target of evaluation; (2) determining the periods and frequency of purchase-record occurrences within an evaluating period divided into prescribed time periods in which repeated purchases or store visits can be expected for the specific brand, product, or store that is the target of evaluation; (3) classifying customers into  
15 three categories, including repeat customers, who have repeated purchases in the previous and current evaluation periods; ex-customers, who made purchases in the previous evaluation period but who have made no purchases in the current evaluation period; and new customers, who have begun purchasing in the current evaluation period; and (4) recording the classification codes for these customers in the master table  
20 of customers.

3. A system for evaluating customer equity as recited in Claim 1 or Claim 2, wherein the customer-equity evaluation means comprises:

a total-customer-equity tabulating means for counting and recording the total number  
25 of customers with transactions generated in the evaluating period, based on the purchase records;

an average-customer-equity tabulating means for counting the monetary amounts of all purchases and for calculating and recording the purchase amount per customer;

a means of tabulating the customer-stability ratio, for counting only the number of customers and purchase amounts for repeat customers, and for calculating and recording a customer-retention ratio represented in the total number of customers and their total purchase amounts; and

- 5 a customer-equity growth-ratio tabulating means that performs the following functions: (1) counting the number of ex-customers, and their purchase amounts, who made purchases in the previous evaluating period but none in the current evaluating period; (2) calculating and recording cumulative total of the number of such ex-customers and their purchase amounts; (3) counting the number of new customers,  
10 and their purchase amounts, who began purchasing in the current evaluating period; (4) calculating and recording cumulative total of the number of such new customers and their purchase amounts; and (5) calculating and recording the ratios of new customers and their purchase amounts to ex-customers and their purchase amounts.

- 15 4. A system for evaluating customer equity as recited in any of Claims 1 through 3, wherein the purchase records include at least one of a store code, a region code, or a purchase-classification code, and customer equity is evaluated according to such a code.